



# FUNDRAISING PACK


*National Algerian Centre (NAC)*





*Dear Fundraiser,*

Thank you for requesting a fundraising pack from the NAC. We never ceased to be amazed at how supporters go about raising funds for the NAC. Fundraising is an amazing in which you will learn more about yourself which requires some hard work and some dedication from you. Hopefully the ideas and hints we have set out for you in the next few pages will be very useful bearing in mind they are only examples so let your imagination run wild!



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# Top 10 Golden Rules:

1) If you don't ask the answer is always no

2) Diversity equals strength

3) People don't give to causes they give to people

4) The first time is to make mistakes the second is to make money

5) The magic word is "Thanks"

6) Just because they did not give yesterday it does not mean they cannot give today

7) There is no such thing as easy money

8) Shout about it let the world know what you are doing and why

9) Make donating fun!

10) Make your donors your friends and your friends your donors



*If you have any questions or need any further advice do not hesitate to contact:  
contact@nationalalgeriancentre.com*

# Awareness:

Contact the local press to get publicity of what you are doing. Please make sure that you clarify that you are a supporter of the NAC and not an employee of the charity. Furthermore, consider contacting local businesses incorporate their company and logo on any Tshirts, raffles, press release and flyers that you might send out. The more organised the plan the more likely they are to support you.

# Friends and family:

Where possible delegate. Never underestimate the value of friends and give yourself enough time and do not leave it til have another set of contacts for you, skills and a new level of enthusiasm towards your hard work and dedication.

**last minute then you take the risk  
of missing the deadline**

Thank You's

# Approaching your employer:

# Face to Face:

- the benefits

People always appreciate being asked face to face rather than via email or a letter. Try asking for a specific amount rather than letting the donor decide, remember that is easier to trade down than up  
-your publicity and fundraising plans

have one as this may give you a few extra appearances and it is great publicity for the NAC

# Tips for boosting and improving your fundraising

The National Algerian Centre (NAC) is a registered UK charity dedicated to strengthening communal ties, promoting knowledge of Algeria and to helping the Algerian community grow through the support of our services.

Our goal is to promote a better understanding of Algeria by providing a wide range of events, activities and services to the general public. For this purpose NAC London organises workshops for children and adults, food and clothes banks CV clinics, lectures, exhibitions, presentations and performances.

NAC London is a non political and non religious organisation that is mainly concerned with promoting and developing cultural links with UK cultural institutes and universities to help increase cultural awareness and build positive cultural and educational relations. Our team of dedicated members also work to advance the education of the public in the arts, language, traditional and contemporary culture and heritage of Algeria.

We are committed to sharing our culture and we actively work with our neighbors in London's diverse community to achieve a deeper appreciation of the value of intercultural exchange and understanding which we believe plays a significant part in building a stronger society.



## **Overview of the NAC**

**Try to keep a detailed record of everyone who has helped you so that they can all be thanked. This can be done through a slideshow, postcard or a photograph.**

**Let them know how the challenge went and how much they have helped raise money. A great idea would be creating a blog of your fundraising and the events you have lead. If you have one, make sure to organise your ideas in a professional and organised way explaining your supporters stay up to date with your work.**

# FUNDRAISING IDEAS



## Cooking:

- Bake sale
- Organising a cookery class
- A BBQ party
- Create a recipe book and sell it to the public
- Organise a picnic

## Cultural:

- Karaoke song day
- Host a film night
- Dance battles
- Organise quizzes
- A photography contest

## Sport:

- Organise a football tournament
- Organise a sports tournament
- Organise a marathon
- A sports night out

## Fashion:

- Create bracelets and sell them to friends and family
- Organising a fashion show with North African clothing
- Recycling clothes and making something of them
- Organising your own parade

## Sales:

- Selling tea and coffee
- Creating jewellery and selling them
- Selling pancakes
- Organising selling antiques

- Organising selling antiques
- Selling in a car boot sale
- Greeting cards

**Summary:** This section of a fundraising plan should contain a brief synopsis of the detailed information including the plan, starting out with an overview of the organisation and its work, funding needs, goals for raising money, and strategies to reach the goals.



# How to create a

**Plan overview:** The beginning of fundraising plan should begin by stating the purpose of the document, clarify the mission and work of the organisation, the assumptions on which the plan was based and other details that can impact plan implementation. It should also include the results of the organisations most recent SWOT analysis, which is a listing of relevant internal strengths and weaknesses along with recognition of external opportunities and threats.

**Funding details:** The funding component of an effective fundraising plan includes information about where the organisation has obtained funds in the past along with current funding needs. The goals for fundraising should be specified along with strategies for raising the money necessary to continue to launch needed projects and programs.

**Implementation:** This component should specify the process by which the plan will be implemented.

**Development Calendar:** This section contains a Gantt chart or other project management planning tool with a schedule for when the various fundraising activities in the plan will occur.

**Plan management:** This component of the plan should include details about the identification of funding sources assignments of responsibilities reporting structure and other details relevant to managing progress toward accomplishing the stated goals will mean for the organisation.

## Example of a fundraising letter.

Month Day, Year

First name Last name

Street, Address

City

Courtesy title (Mr/Mrs/Ms)

(XYZ) organisation can only achieve its goals with the assistance of generous donations from members of our community. Without these donations, serving those in our area would not be possible.

Since our organisation relies on the generosity of the individuals like you, we write to ask you to consider a donation to our cause . We hope that you will support our efforts.

Name	Surname	Postcode	Address	Amount	Date
John	Smith	Sw12 8RT	12 honeypot	£10	3/5/17

## Sample Sponsorship Form:



21 Ellis Street  
SW1X 9AL Westminster

0844 27 27 6 27

[www.nationalalgeriancentre.com](http://www.nationalalgeriancentre.com)

[contact@nationalalgeriancentre.com](mailto:contact@nationalalgeriancentre.com)

